

**MINUTES
OF THE WORK SESSION OF THE
EDINA CITY COUNCIL
HELD AT CITY HALL
JANUARY 22, 2013
5:36 P.M.**

CALL TO ORDER/ROLL CALL

Mayor Hovland called the meeting to order at 5:36 p.m. in the Community Room of City Hall. Answering rollcall were Members Bennett, Brindle, Sprague, Swenson and Mayor Hovland.

Attending from the Donations & Naming Working Group of the Park Board were: Chair Ellen Jones, Andy Otness and Bob Kojetin.

Edina City Staff attending the meeting: Jennifer Bennerotte, Communications and Technology Services Director; Susan Faus, Assistant Parks and Recreation Director; Ann Kattreh, Parks and Recreation Director; Ari Klugman, City Manager Intern; Karen Kurt, Assistant City Manager; Debra Mangel, City Clerk; and Scott Neal, City Manager.

Working Group Chair Jones reviewed the Draft Naming and Dedication of City Facilities and the Donations policies with the Council. She noted the group is recommending adoption of a formal donations policy, a citywide donations application and acceptance agreement, a pamphlet and public relations/outreach encouraging donations, including volunteer time, a separate sponsorship and advertising policy, and enhanced recognition to be more encouraging of donations and consistent in the handling of them. It would be helpful to inform residents how decisions would be made relative to naming of city facilities, the potential for recognition of donations and potential sunsets of naming. She pointed out that the draft policy defined various terms that would, if adopted, have standardized meaning. The Council and Working Group members discussed various aspects of the proposed donations policy including use of the Edina Community Foundation as a conduit for handling donations, handling of pledged gifts and receipt of a pledged gift, and recognition of gifts. On naming, Ms. Jones noted that one of every five Edina parks has been renamed in the past 50 years, most of them for retired city officials. She added that research showed that natural and historic names had more "bonding" power for residents. The Working Group was recommending more deliberation in the naming of city facilities, the passage of time and public input before a city facility was named or renamed after a person, and consideration of branding, place-making and naming-related donations. It was agreed that other cities' policies be reviewed in further detail before reconsideration of the draft policies."

Mayor Hovland declared the meeting adjourned at 6:55 p.m.

Respectfully submitted,

Debra A. Mangel, City Clerk

Minutes approved by Edina City Council, February 5, 2013.

James B. Hovland, Mayor